

VERDE HOTEL CAMPAIGNS

01

COCKTAIL SPECIALS

GOALS, MESSAGE & OBJECTIVES

- Showcase the restaurant
- Various specialty cocktails
- Increase interest
- Create engaging content

TARGET AUDIENCE:

- 21-35
- People interested in a more aesthetic appeal
- Restaurant visitors

REQUIREMENTS

- Compilation of our cocktail list
- Details on each cocktail
- Barman to curate content with

ADDITIONAL INFORMATION

This will be weekly video series of us showing our signature cocktail - the ingredients - how it is made - the presentation - the look. It will be all put together in a intriguing 30sec video

LINKED IN PROMO CAMPAIGN

GOALS, MESSAGE & OBJECTIVES

- Boost our brand image
- Showcase our hotel, services and sustainability
- Market to business people, companies and regular travelers directly

TARGET AUDIENCE:

- Companies
- Travel "junkies"/explorers
- Business people who regularly travel

REQUIREMENTS

- List of services the hotel offers
- target audience for the last half of the year
- marketing budget for paid promo
- database of current clients

ADDITIONAL INFORMATION

Using linked in as a platform to directly target the working class, companies and the regular travelers and increasing our hotel's digital platform on a professional platform where people are likely to book than just show interest; As well as build relations with different business and corporates that will require use of the hotel in the future. + Which will lead to use curating and marketing corporate packages and rates plus conference packages and rates exclusively for this platform as it is more relatable or appealing to this demographic.

03

WEEKEND GET AWAY DEAL

GOALS, MESSAGE & OBJECTIVES

- Bring in more business over the weekend
- Attract locals and leisure guests
- Showcase our sustainability and hotel

TARGET AUDIENCE:

- Locals
- Leisure travelers
- Non corporate guests

REQUIREMENTS

- A package to be put together + meals, food tasting, "sustainability conference or tour"
- Weekend stay price
- saturday live music/performance
- spa treatment

ADDITIONAL INFORMATION

Curate a weekend package deal centered on in house hotel experiences to try pull in more business and interest locals to book. Include incentives and interesting activities or add ons.

Can be one weekend each month and use of paid ads to create attraction.

GOALS, MESSAGE & OBJECTIVES

- Showcase the hotel
- Increase digital footprint
- Highlight on sustainability

TARGET AUDIENCE:

- Social media followers
- People interested in sustainability and eco friendly
- Target audience

REQUIREMENTS

- List of sustainability projects we have done or do
- Information on the projects
- A person to "Host" or be the "star" of the videos
- Youtube logins to post

ADDITIONAL INFORMATION

A monthly or bi-weekly video series where we showcase one of our sustainability or eco friendly projects and give more insight and information; mainly to educate people. We can tag and share the series with eco friendly platforms and media outlets which will give us more traction and interest as well as give notice to potential clients or awarding boards

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GOALS, MESSAGE & OBJECTIVES

- Push remarketing on 3rd party platforms
- Increase awareness
- Brand recognition

TARGET AUDIENCE:

- Ideal target audience
- Tech savvy people
- Booking platforms

REQUIREMENTS

- List of platforms people can book through
- Add ons
- Rates

ADDITIONAL INFORMATION

Showcase or give credibility of the hotel by highlighting the platforms people can book via and push these platforms to remarket on their side.

GOALS, MESSAGE & OBJECTIVES

- Up sale people
- Showcase what else we offer
- Highlight the "It Factor" about the hotel

TARGET AUDIENCE:

- Current clients
- Potential clients
- Interested clients

REQUIREMENTS

- List of our add ons
- Information on our add ons
- Other services inclusive

ADDITIONAL INFORMATION

Highlight on add ons and the little things we offer which are in some cases the deciding factor weather people book with us but we might over look.

GOALS, MESSAGE & OBJECTIVES

- Target a new audience
- Create a experience
- Highlight on sustainability

TARGET AUDIENCE:

- Budget savvy clients
- Locals
- Wine fanatics

REQUIREMENTS

- Curate a weekend wine tour + hotel stay deal
- Add ons pick up and drop, meals, bike tour, picnic

ADDITIONAL INFORMATION

Try target a different demographic by curating a deal with close by (but out of cbd) wine farms. Friday - Sunday stay with a special friday night diner, saturday breakfast then drive to wine farm and tasting plus bike rides etc, diner at night plus live entertainment then sunday check out.

+

EXTRA

Upcoming Projects - to be discussed in person

- Mandela Day
- Nutrition Day
- August women's month
- International beer day
- Spa packages during women's month
- Food Specials/Highlights (Chef's special)
- Conference Packages
- Catering Menu

Attention - to be discussed in person

- Linked in
- Website and google analytics
- Paid Ads
- Events in and around Cape Town